



online portfolio

www.metropaulitan.com

Reach Out!



mobile #

714.478.7674



e-mail

paul@metropaulitan.com

# PAUL TAYYAN

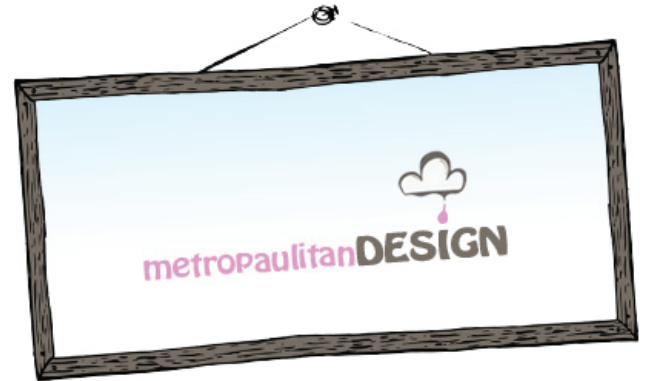
## GRAPHIC & WEB DESIGNER

### EXPERIENCE

- '06 - Current *Edelbrock Advertising* .. *Web Manager*
- Manage 10 Sites (Design & Program)
  - Manage Personnel & Web Agenda
  - Online Advertising
  - E-Commerce Online Store
  - Mini Promotion websites
  - Oversee Social Media Outlets
  - Manage Press Release Database
  - Manage Search Engine Optimization
  - Google Analytics Reporting
  - Database Building

- '05 - '06 *Internet Brands* .. *Web & Print Design*
- Managed sales collateral
  - Website Redesigns/Wire-framing
  - Copy writing / Concepting
  - Animations / Story boards
  - Online Advertising Creative

- '04 - Current *Freelance Design & Consulting*
- Skechers, Powerbar, TBWA Chiat Day, HeilBrice, Clippers, Liberty Ins., Sojitz Satcom, NMRA/NMCA, See LA.com,



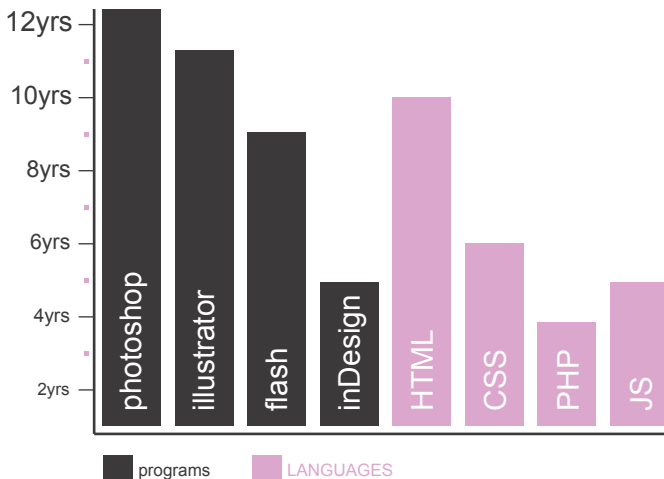
### WHO AM I?



Paul Tayyan's work fuses conceptual artwork with web promotion to deliver ad content that can appeal to all users. His edgy and provocative work has been used to promote brands ranging from The LA Clippers to Edelbrock Performance. He uses each project to expand his repertoire of distinctive and innovative techniques drawing in consumers with engaging & intuitive design.



### TECHNICAL SKILLS



### EDUCATION

- '02 - '05 *Cal State University Long Beach*
- Bachelor's Degree in Fine Art (*Emphasis in Graphic Design*)
  - Minor in Marketing (*Emphasis in Online Advertising*)
- Major GPA: 3.5 / Overall GPA: 3.2

- '00 - '01 *Orange Coast College*
- Associate degree
- Overall GPA: 3.4

- '95 - '99 *Fountain Valley High School*
- High School Diploma